

# culture-buzz: The Agency's alternative marketing Blog

All the latest alternative marketing campaigns in our articles...discover how brands from all around the world are moving on to 2.0 marketing...

## Dare's Recruitment Vid Tops Vimeo Staff Picks

### How Often Does That Happen?

The cool thing about "This is Dare. Are you?" is that it's rare to find an agency recruitment video that doesn't feel like flagrant audiovisual masturbation. And rarer still for an agency recruitment video to make Vimeo's Staff Picks list. Or any list outside the ad blogosphere (if it even makes those), actually.

[Tweet](#) 4

[Facebook](#) 6

[read the article](#)

Posted on 18 October 2010 by [Angela Natividad](#)

[add a comment](#)

## Cadbury Fingers: The Ambrosia of Rock Stars?

### ...and Neil Armstrong, Maybe?

Hoping to breathe new life into the Fingers brand, which wikipedia claims is over 100 years old, Cadbury's invested it with a new slogan: "For the good times!"

### subscribe



RSS



Facebook



Twitter



YouTube



Slideshare



iPhone



Subscribe to the newsletter

### find an article

search

filter by category:

By categories

By industry

TOP ARTICLES

TOP INTERVIEWS

TOP LINKS

[Chocapic: Part Cereal, Part 3D AR Gaming Expe...](#)

[Dripping Veils Draped Over Paris Métro Ads](#)

[The Grocery App that Could Change Shopping](#)

[Nikon's 'Who Are You?' Campaign for Facebook](#)

[Buzz Marketing for Ubisoft at E3](#)

[Are .eu ready?](#)

[The first figures about .eu launching](#)

### advertising

g... ..

 Tweet 6

 Facebook

[read the article](#)

Posted on 17 October 2010 by [Angela Natividad](#) [add a comment](#)

## Nike's Run75Crew "Unleashes Their Run" in France

**They Work by Day, They Dash by Night...**

In its ongoing quest to position Nike-branded sport as a lifestyle, Nike starts the ignition behind the Nike75Crew, a France-based collective of runners that aim to turn running into the new raving: an exploratory activity done by night, making a too-familiar city undiscovered terrain for the adventurous.

 Tweet 7

 Facebook 6

[read the article](#)

Posted on 17 October 2010 by [Angela Natividad](#) [add a comment](#)

## Jona Lewie Joins IKEA for 'Kitchen' Music Video

**Track Aptly Dubbed 'Man Like Me: You'll Always find Me in the**

[agencies](#)  
[send us your campaigns](#)

[click here](#)

[jobs](#)

[Web Project Manager/Producer](#)

[all the job offers](#)

[latest presentation](#)

[How to manage your e-reputation](#)

[all the presentations](#)

[latest video](#)

[all the videos](#)

[vanksen is also on Facebook](#)

## Kitchen at Parties'

IKEA's in the entertainment business now. Last week, YouTube account thekitchenbyikea published "Jona Lewie Presents Man Like Me – You'll Always Find Me In The Kitchen At Parties," a catchy, dangerously mod three-minute music video about two guys with crappy luck in love, with music (and a cameo) by English singer/songwriter Lewie:

[read the article](#)

Posted on 14 October 2010 by [Angela Natividad](#)

[add a comment](#)

## *AXA Insurance's AR Mag Ad Promotes Safety App*

### **But Wait, Whose Enormous Hairy Foot is That?**

To promote its safety app, DuvalGuillaume came up with this clever magazine ad. The ad features a strange-looking accident and invites users to put their iPhone up to it to see how it happened.

[read the article](#)

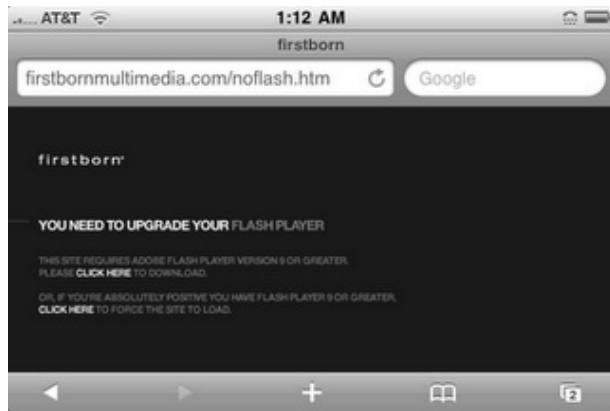
Posted on 12 October 2010 by [Angela Natividad](#)

[add a comment](#)

# *Firstborn: an Agency with a Proper Mobile Site*

## Also, Resources for Building Your Own

Last month Nick Jones of Narrow Design (@narrowd) and McKinney (@mckinney) published screenshots of how the sites of major ad agencies – you know, the ones that claim to “get” digital – render on an iPhone. Most of them don’t at all, or do with limited information, because most of them are heavily reliant on Flash. The list spread like anthrax in the agency social media sphere.



[Tweet](#) 10

[Facebook](#) 9

[read the article](#)

Posted on 12 October 2010 by [Angela Natividad](#)

[add a comment](#)

# *Moleskine Celebrates Pac-Man's 30 Anniversary*

## Does This Mean Pac-Man is Ernest Hemingway-Approved?

Moleskine celebrates *Pac-Man* the game's 30th anniversary with a special Pac-Man notebook and this cute little promotional video (which conveniently also plugs the hidden pocket's secret wares).

[Tweet](#) 13

[Facebook](#) 6

[read the article](#)

Posted on 08 October 2010 by [Angela Natividad](#)

[add a comment](#)

# 'Niqabitches' Protest French Anti-Burqa Law in Hot Pants

## Female Students Take Politics 'To the Niqab - and Beyond!'

Not all French protests come packin' a Molotov cocktail. To protest a law that permits police to fine burqa wearers on France's streets, which passed last month, two mystery girls who call themselves the Niqabitches found a different way to share their discontent.

[read the article](#)

Posted on 07 October 2010 by [Angela Natividad](#)

[add a comment](#)

# MIPCOM Interview with Jon Hamm, Elisabeth Moss

## That Don's a Charmer, Even in the 21st Century

Mad Men's Jon Hamm (Don Draper) and Elisabeth Moss (Peggy Olson) sat with MIPCOM's news team yesterday for an interview at the Hotel Martinez. (Off-topic: Do you think they just dress like that now, out of habit?)

[read the article](#)

Posted on 06 October 2010 by [Angela Natividad](#)

[add a comment](#)

# *David Arquette, Courtney Cox Get it On Like Rabbits*

...for the OPCC?

Not totally sure how to feel about this OPCC piece featuring a rabbit costume-clad David Arquette, Courtney Cox and their, uh, unexpected freakytime friend.



5



[read the article](#)

Posted on 06 October 2010 by [Angela Natividad](#)

[add a comment](#)

## *Vintage Wódka Cocktail Ads Aim to Colonise New York*

**Don't Miss Out on Polish Luvin'!**

Shunning stock vodka branding techniques surrounding ice-coldness and luxury, year-old vodka brand Wódka positions itself elsewhere: kitschy (not to be mistaken for Stolichnaya!), low-budget and slightly reminiscent of '70s porn.



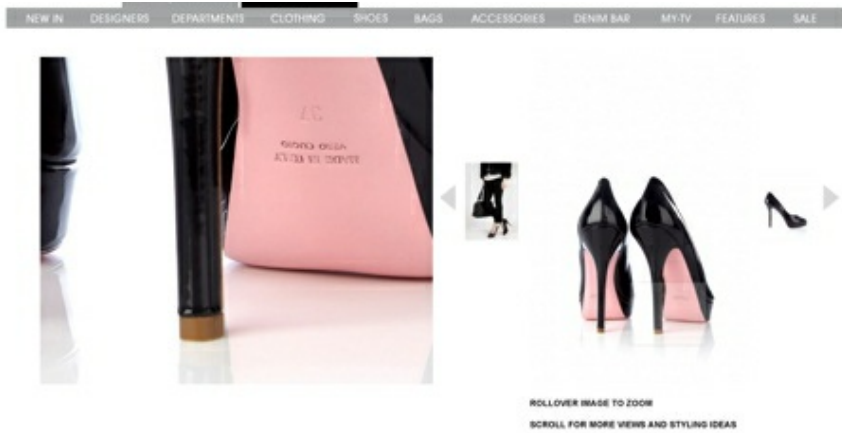
Posted on 05 October 2010 by [Angela Natividad](#)

[add a comment](#)

## Katia Lombardo's Pink-Soled Pumps for Breast Cancer

### Use Your Louboutin Swagger for a Good Cause!

It's rare to find "fashion for a cause" that you actually want to wear on Girls Night Out and hold onto, like rare gems, until late dowagerhood. Katia Lombardo takes a shot at it with these patent leather peeptoe pumps with lacquered pink sole.



Posted on 05 October 2010 by [Angela Natividad](#)

[add a comment](#)

## Nikon's 'Who Are You?' Campaign for Facebook

### Snapshots of Identity: Simple, Shareable, Nicely-Structured

Nikon's latest effort follows trends among camera brands to seize upon users' desires to snapshot their lives and integrate that work into tapestries bigger than themselves, melanges of amateur and pro oeuvres that manifest universal themes.

1 People like this [+ Like](#)

[X](#)





Uploaded by  
Natasha Whiffin

Share photos you took with the Nikon community and win  
Nikon cameras and other great prizes.

Take part now

Share

+ Like



Tweet

16



Facebook

6

[read the article](#)

Posted on 04 October 2010 by [Angela Natividad](#)

[add a comment](#)

## *Youtique: French Connection's YouTube E-Store*

**The Perfect Marriage of Beauty Tips, Lifestyle Vids and Impulse Buys.**

French Connection United Kingdom's gunning for a little social media infamy. It was the first brand (at least, the first we knew of) to dive into ChatRoulette with a campaign targeted specifically to its drive-by lurkers.

Since then, and with help from agency Poke, it's launched Youtique. The latter aims to give you a YouTube-based retail store experience, complete with nurturing how-tos and an efficient path to check-out.



Tweet

2



Facebook

[read the article](#)

Posted on 04 October 2010 by [Angela Natividad](#)

[add a comment](#)

## *Diesel Sneakers: Not For Running* **(Ass-Kicking, On the Other Hand...)**

Rather than position itself as just another running shoe, Diesel took a slightly different approach to punting its sneakers. They're not made for running; they're made for **kickin' ass** (and, by implication, *takin' names*).



 Tweet < 10

 Facebook < 3

[read the article](#)

Posted on 30 September 2010 by [Angela Natividad](#)

[add a comment](#)

1 | 2 | 3 | 4 | 5 | ... | 93



vanksen

France	Luxembourg	United-States	Switzerland
+33 1 55 33 89 00	+352 48 90 90	+1 212 537 5059	+41 22 306 49 90

[Home](#) | [COMMUNICATION AGENCY](#) | [EXPERTISE](#) | [CASE STUDIES](#) | [CLIENTS](#) | [ALTERNATIVE MARKETING BLOG](#) | [IN THE MEDIA](#) | [JOB OFFERS](#) | [CONTACT](#) | [Disclaimer](#) | [Sitemap](#) © Vanksen-VKGP SA